CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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# Pic Biz is Non-Essential But—

## Some Think Industry to Get Special Consideration, Etc.

The application of the Selective Service Act to women may affect theatre operation after a while. The dwindling manpower of theatres was a growing problem until women filled the gap. Now that these are subject to industrial callup the exhibition of motion pictures may be affected in the near future. Unless, of course, Ottawa works out some kind of preferential treatment.

In the United States the motion picture industry is regarded as essential to public morale and almost every leading government figure, from President Roosevelt down, has given voice to this attitude. This classification does not mean that the industry can go about its business as of yore but it will not be restricted to a harmful extent. The government has

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## USA Film Biz First Frozen

The film business on the production side has become the first to be frozen in the United States.

The War Production Board has followed up its raw stock freeze with several important regulations. There will be no more new film production companies allowed and Independent producers will have to release through one of

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## Wartime Effect On Attendance

Facts behind the headlines about higher box-office returns were investigated by Dr. Leo Handel in a study covering the New York movie goers.

For analytical purposes the increased attendance should be regarded as the difference between the attendance frequency of two large parts of the audience:

((a) one consisting of persons

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## Mathews to Vitagraph Was Theatre Man

Mr. Greydon A. Matthews, former booker, salesman and branch manager (1929-31) of the First National exchange in Winnipeg, has joined Vitagraph, Ltd. in Toronto. Mr. Matthews will spend a few weeks here before receiving a permanent Western Canada assignment.

In recent years Mr. Matthews has been affilaited with various Prairie Province theatres.

## Canada Too

Warner's bonus plan of payment to soldiers' dependants has been extended to Canada. All Canadian Vitagraph offices will benefit.

## *What'd'ya Hear From Ottawa?*

**Senator McKellar of the USA Congress got some fast and forthright words into the Congressional Record the other day. Noble sentiments they are and sounding like a witness being sworn in in a hurry.**

**Said the Senator:**

**"America has the greatest motion-picture industry in the world. We are very influential with our neighbors because of the use of motion pictures. The use of motion pictures in foreign countries is greatly to our advantage. The motion-picture industry is a wonderful institution. I make that statement as a statement of fact!"**

**Might be nice if something like that would be heard echoing out of Parliament Hill.**

## British Official to Talk Frozen Funds

R. C. G. Somervel, undersecretary of the British Board of Trade, is due to arrive in the United States to discuss matters affecting the $50,000,000 of frozen funds in Britain. Part of this is movie rentals. The monetary agreement between the USA and England expired on October 28th.

## White in Blue

Martin White, manager of the Community Theatre, Welland, is in the RCAF.

## Theatres Await Dimout Rules

The much-anticipated power and lighting regulations, which will affect marquee lighting, will be along any day now. An Ottawa survey shows that the country is facing a power shortage, especially in Ontario and Quebec, where most of the war industries are located. Actually power will not become essential until November

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## Freeman to UA

Wilma Freeman, promotion manager of Warners under Mort Blumenstock, has resigned and will move over to United Artists. She was with Warners for nine years.

Frank Armstrong succeeds.

## *Theatre Man and Bride*

**Miss Corie Anne Gort and Stephen Ryan McManus, who were married August 18th at Our Lady of Mercy church, Sarnia, Ontario.**

**Steve McManus is the popular manager of the Bayview Theatre, Toronto, a 20th Century House.**

## *LOEW'S LONDON THEATRE SOLD*

**Loew's Theatre, largest house in London, Ontario, has been sold to an undisclosed purchaser for $270,000. No changes in name or personnel are anticipated. The deal will net the several hundred shareholders eight dollars per share. The directors and shareholders had been disputing legally and privately for some time past regarding the proposed sale.**

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HYE BOSSIN, Managing Editor

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# That Booklet Again

The full effect of the 32-page booklet, issued by the Independent Motion Picture Exhibitors of Ontario and signed by Barnett E. Laxer, its president, which condemns self-regulation today, the circuits and the distributors, is not yet known but already a wave of resentment from Independents and others is being felt about its untimeliness.

It is the harshest document of its kind ever issued in the Dominion and there is much feeling that the government, to whose representatives it is addressed, deserved to remain unbothered in its effort to maintain the status quo and the accustomed amount of peace that goes with it. There are far and greater problems at the moment occupying Ottawa to the utmost.

No one denies that there is a certain amount of justice on the side of the Independents. How to attain it is the great problem to which critics say the Laxer booklet contributes nothing. How great that problem is was shown when USA exhibitors, after fighting to win the Blocks-of-Five method of distribution, renounced the victory. And when the United Motion Picture Industry sales plan was drafted in a way to make it acceptable to all, the government found it to be unsound. Now both sides are at sea.

Will this form of umpire-baiting, hidden name-caling and violent finger-pointing help the Independents get what they want or what's coming to them?

There's many an Independent who doesn't think so.

# Not the Whole Story

In writing what follows we are not endeavouring to defend the distributors and the circuits. But it becomes obvious, in certain instances, the booklet cries "Wolf!" at the sight of a rabbit.

The chief claim is that the circuits have induced the distributors to worsen the product of Independent theatres, weakening them so that these circuits can extend their holdings. To qualify this it is stated that circuit houses grew from 18 per cent in 1930 to 50 per cent of Canada's 1250 theatres in 1942. If one accepts the premise of the booklet, these figures, if true were attained through circuit and distributor chicanery. One is led to accept that.

The booklet says nothing about the many theatres whose owners sought and got circuit deals, with no compulsion on either side. Then there are the circuits which aren't owners but merely operators for Independent exhibitors. Making up the figures as shown in the booklet naturally causes the chain holdings to look larger and the Independent ones smaller. And this, according to the general premise, is because of the increasing voracity of the wolf-like circuits, aided by their decoys, the distributors.

A more honest count would have shown the exact nature of the circuits.

This much is certain. A more temperate document would have been much more seemly at this time and given the claims of the Laxer Indies more dignity—and more attention.

The Canadian Film Weekly is anxious to be fair to both sides.

# NSS Act May Hit Show Operation

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made allowance to make sure that the screen remains available to all.

Lowell Mellett, Coordinator of Government Films in the USA told Hollywood to "stay right here on the job making pictures" and Harold Hopper, head of the War Production Board's Film Division, in issuing the new freezing orders, assured Hollywood that it was in the interests of Washington to keep the industry going.

Canada was the first to realize the potency of the screen by establishing our now-famed National Film Board under John Grierson and it's logical to believe that every means will be taken to keep the medium of reaching the people with them, the theatres, open.

Though the decline in the number of projectionists available hasn't been great enough to become a problem, there are a number of cases where women are now serving. Women are substituting as managers and assistants and have practically taken over the job of ushering.

The need of the screen may be increased by the coming conservation of manpower and electricity. With marquee and street lighting banned, strolling won't be as interesting and folks will look for definite places to spend the evening. Also retail merchants have practically agreed on a 54-hour week, which means early closing, and this will release many people, giving them added leisure.

This leisure provides extra time to worry about the war, a danger to public morale, since the news of battles is announced some time before the results. People who formerly worked long hours have not developed reading habits and they require means of mental occupation and relaxation. The exact meaning of things, as explained by war shorts, are a safety valve against war nerves resulting from too many unanswered questions.

The screen in both Canada and the United States is militarized today, for even escapist films are turned out for a definite purpose, one that fits in with the needs of public morale. Morale being our greatest domestic problem outside of war production, it is naturally assumed that Ottawa is anxious to have the most popular and cheapest form of public entertainment guarded against any restriction of its contact with the people.

Some preferential treatment for theatres, when it becomes necessary, is not at all out of line with the previously-expressed opinions of government representatives.

# Theatres Await Dimout Rules

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and the planned measures are to some extent preventatory.

Tenants and householders have been asked to return full information on wattage used and electrical luxuries, such as extra heaters, etc. are out for the duration. So is ornamental lighting.

An idea of the situation was revealed when it was announced that in 1938 the Ontario Hydro-Electric Commission had a reserve of 280,000 horsepower and by December, 1941, this had vanished. This December it is estimated that there will be a shortage of 250,000 horsepower.

Theatres may have to substitute some sort of guide lighting acceptable to the power controller and eliminate dressy colored lighting within the theatre, as well as excessive lobby lighting of every kind. Some exhibitors are suggesting the use of luminous paint on the underside of the marquee.

Shortage of power was said to have been the reason for the premature cancelling of midnight shows by the Director of the Theatre and Film Section of the Wartime Prices and Trade Board. This decision was revoked when it was learned that power had not become essential. Now that this is a reality it is unlikely that the situation will lead to the same decision. The government has no desire to interfere with business any more than is necessary. Midnight shows, it is recognized, provide relaxation for war workers as well as information and inspiration.

The regulations, which will come into effect in the middle of September, will probably be applied regionally, those areas not using much power being touched lightly by them. Such cities as Windsor, Montreal and Toronto will be mainly affected.

## Hughes Joins Kaiser

Howard Hughes, millionaire film producer and plane designer, has teamed up with Henry J. Kaiser, the "miracle builder," and together they will build 500 cargo planes. The announcement was made by Russell Birdwell, Hollywood publicity man, who represents Hughes. Birdwell will now handle the publicity of the new team.

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# THE Paramount Picture

EXTRA
PLAYING TIME IS THE ORDER OF THE DAY WITH PARAMOUNT PRODUCT!

VOL. 1 | The Lowdown on the Production and Distribution of the Best Shows in Town! | NO. 3

# 'Holiday' In for Easy Pickin's

These three make and share the thrills in Paramount's great and timely story of one of the war's finest sagas, that of "Wake Island." They are MacDonald Carey, Robert Preston and Brian Donlevy.

## Hope to Wind Up Star-Spangled Rhythm

Bob Hope will do his "Air Raid Warden" skit for inclusion in the all-star "Star-Spangled Rhythm."

Filming of the Hope skit will wind up production on the 70-star film. The only other remaining routine to be photographed is the Zorina ballet, "Black Magic," which is already in rehearsal.

Bob Hope's next starring picture will be in the Paramount screen version of the Broadway musical hit "Let's Face It." The picture will be directed by Sidney Lanfield who directed Hope in "My Favorite Blonde."

## Fifteenth Anniversary For Paramount News

Paramount News is this year enjoying its fifteenth anniversary Still first with the news and first among newsreels, Paramount News brings new friends to theatres week after week. Paramount's ace cameramen are in all parts of the world to bring the war's stirring action to every local screen. Paramount's justly famed lens aces get all the scoops. By playing Paramount News you can scoop your town with pictures of the world's greatest actions—you can take your audiences into the front lines, into the air, out on the sea. Play Paramount News—be ahead of the other fellow.

## Donlevy in 'Storm'

**With his performance as a fighting Marine commander in "Wake Island" hailed as a strong contender for an Academy award, Brian Donlevy is now slated to portray a colorful cafe proprietor in the picturization of George R. Stewart's novel, "Storm," which is planned to be one of Paramount's major pictures for this season.**

## Drive Under Way

The Paramount Four Week Drive is now in full swing and will continue that way until September 26th at midnight. Exhibitors, alert to all breaks, are clamoring for seats on the band wagon.

## 'An Enchanting Movie'

**"It's an enchanting movie. It proceeds with easy, casual grace from one point to the next, it includes some of the most lovely melodies even Mr. Berlin has ever written, it has Brother Crosby and Brother Astaire competing for the honors of being the more engaging actor and it has a plot that literally takes you right out of this world.**

**When better musicals are made, Irving Berlin will make them. And in all likelihood, they will also include Crosby and Astaire. Crosby singing and Astaire dancing and once in a while, just to be a little different, with Crosby dancing and Astaire singing. And with that Reynolds kid holding up her end, and in a splendid manner, with Walter Abel and Virginia Dale coming in for their own specialties, and with Berlin music making the whole business even more likeable than it would have been otherwise."** —New York Telegraph

## No Rest for the Wicket Where Smash Musical Plays

While across Canada Exhibitors wait with ill-concealed impatience for it, Paramount's "Holiday Inn" rolls right on smashing records at the big New York Paramount on Times Square—and everything indicates it would keep up for at least five solid weeks.

Everybody concerned knew the combo of Irving Berlin tunes, Mark Sandrich production, Crosby songs and Astaire footwork couldn't fail to click big—but even Paramount was rocked a bit by just how big.

It's interesting to note that "Holiday Inn" smashed every non-holiday record at the Paramount for its 17-year history on opening day—and by a comfortable margin. Since then it has moved on to build even more sensational records. In the process, "Holiday Inn" smashed all first week records—in fact all records of any kind you could think of to compare it with.

The National release of "Holiday Inn" comes on Labour Day weekend—Sept. 4—and with the figures in on its New York clean-up, Exhibitors everywhere across the Dominion ought to be licking their chops in anticipation.

## 'Wake Island' Hailed

Here are a few stray notes from the rhapsody of critics' raves on Paramount's terrific picture, "Wake Island."

**Showmen's Trade Review:** "In all its reality minus frills and fancies, here is indeed the most dramatic, the most gripping, the most thrilling and exciting story to come out of this war. Its timeliness is an assurance of outstanding business . . .

**Daily Variety:** "'Wake Island' is a patriotism-arouser that will blast top grosses in all bookings. . . . It hits the peak of cinematic presentation."

**Boxoffice:** "This is a stirring film . . . It is a highly emotional, wallop-packed reproduction of a brilliant chapter in the history of this war . . . There ought to be money, and lots of it, in this one."

**The hottest trio in films in the hottest grosser this season, Paramount's great musical, "Holiday Inn." And why not? Fred Astaire and Marjorie Reynolds dance and Bing Crosby sings—all to Irving Berlin's music.**

# USA Film Biz First Frozen

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the 11 recognized distributing agencies now. These companies are MGM, 20th Century-Fox, RKO, Paramount, United Artists, Universal, Columbia, Warner Bros., Republic, Monogram and PRC.

From now on, under the order which freezes raw stock, no prints will be made of foreign films unless they further the war effort of the United Nations. Foreign studios and distributors will have to send over enough prints to take care of their American needs.

What does this mean to Canada? Very little at the moment. There are no such regulations over here and Canadians are free to make as many prints as they wish and use as much raw stock as is necessary in the making of commercial and advertising films, now out in the USA.

Canada makes almost all of its own positive raw stock, importing only negative film. Nothing has been said on the other side about the export of negative stock and it is presumed that the situation in that regard will remain the same.

It's possible, unless import costs are prohibitive, that prints of English and Russian films, those mainly affected, will be made here and shipped to the USA.

Harold Hopper, head of the War Production Board Film Division, said that the USA government thought highly of the movies for their support in the recent crisis there and that it was in the best interest of the country to keep the movies going.

# Stars' Mementoes For War Fund Draw

Forty articles of various sorts, all Hollywood souvenirs, will be raffled off in aid of the The Toronto Evening Telegram's British War Victims' Fund. The draws will take place from August 31st to September 12th, during the playdate of the "Fair for Britain" at Riverdale Park, Toronto.

The mementoes were gathered by the North Toronto Theatre Managers' Association, which turned them over to the Toronto and District Business Men's Council, by whom the fair is being sponsored.

Each article is the personal gift of some star. Sonja Henie, fof instance, gave a pair of her skates, worth $40 to buy. There are four original Disney drawing from "Pinocchio" and "Snow White and the Seven Dwarfs." And so on.

## *Is My Kisser Cerise!*

Stuart Smart, manager of the Capitol Theatre, Port Hope, puts me over a barrel via mail:

"I have always enjoyed reading "On the Square"—that is, until today, when I saw myself referred to as assistant manager of the Capitol Theatre, Cobourg. Not that I mind on my account, as on another page I am 'of the Capitol, Port Hope.'

**"But to say that I am doing anything in connection with with the Cobourg Theatre is to do less than justice to Mrs. Harrison, who — in Pete's absence through illness — apparently does not need any assistance. Unlike the wife of the checker player in your story, she knows the game.**

"Incidentally, I am sure Pete's friends will be glad to hear that his health is showing considerable improvement."

Thanks, Stu. That's right gallant of you—and what's right is right. Obviously, that ain't the way I heard it.

## *Insult to Injury*

**At camp with the Queen's Own Rifle and other units were quite a number of film men, among them Joe Plottel, Herb Allen, Dave Axler, Martin Bloom and Jack Melzer.**

**Joe Plottel told us about what happened to a well-known filmite who doesn't want his name in print.**

**The squad was going through one of the routines, which calls for old-fashioned leap frog. This filmite was frogging while a husky young fellow was leaping. The leaper did it badly, came down on the frogger's fingers with his heavy army boots.**

**As the filmite ouched and held his fingers, the leaper came back belligerently and barked at him: "Say, did you trip me deliberately?"**

## *A Sideline*

Nat Taylor, according to a steady stream of returning holidayers, is on the wrong end of the business. Nat, they tell, was the laff of the party during the semi-impromptu entertainment at Muskoka Lodge. He acted as emcee and his famed flair for louholtzian dialect stories was at its seam-busting best —especially since he told them while clad in plaid from arch to scalp . . . A look-alike who gets plenty of second-looks from his patrons is Al Perly, Midtown manager. Al is the image of Bob Hope, dipsy-doodle schnozz and all . . . The cancellation of the CNE removes that time-honored excuse of managers for bad business, "The Ex has got them all."

## *He Certainly Did*

**Movie managers usually pass the doormen of other theatres easily. Carnival folk, when they wish to pass one of their own gates, say: "With it.." Vaudevillians salute the ticket-taker with: "Do you recognize the profession?"**

**Al Daniels of the Royal, Toronto, was a master of ceremonies before he became an exhibitor. In one town he wanted to see the other actors at work in a nearby house. He approached the man on the door with: "Do you recognize the profession?"**

**"Sure," he answered, blocking the door. "Hello."**

**And he wouldn't let Al in.**

## *Their Brother's Keeper?*

Dewey Bloom, Glenn Ireton and Win Barron can blush for their craft, that of movie exploitation. Do you remember those press photos of markers discovered in the fields by USAirman? They were supposed to have been put there by fifth columnists as guides for enemy aircraft. They weren't. The photos and story was buried until Major Lynn Farnol, now of army public relations and formerly a Hollywood press agent, dug them out and gave an untrue story to the press. Habit is strong . . . Photo Engravers, who handle most of the local movie business, kicked in 200 free fan photos of Arthur Lake during his Toronto visit. They were sold for the bomb victims' fund . . . Charlie Cashman of that company was missing from his beat On the Square for a few days because of illness.

# Wartime Effect On Attendance

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now attending more often than at this time last year,

(b) the other composed of those who now attend less often than they did last year. There is a basic third group,

(c) made up of movie-goers whose attendance frequency has not changed.

According to Dr. Handel 22 per cent of the movie-goers now attend more often, 19 per cent less often and 59 per cent at about the same rate as last year. Only persons going to the movies at least once a month were under query, those attending less often than once a month being the subject of a separate study.

The changes experienced by the two variable components of the movie audience can be classified into two groups: General and Structural Changes.

**General Changes** are often of a compensating nature: Children now become movie-goers and old people are lost as an audience. Or the case of the young housewife whose attendance declines while she has to take care of children and whose movie visits increase again when her children become older and her responsibilities fewer; therefore practically the same percentage of housewives shows on the upward as on the downward side of the attendance chart.

**Structural Changes** are caused by economic and political developments—just now by the war. War developments result in (1) increased attendance because people have better jobs and more money to spend, workers on night shifts have afternoons off, women want to fill their time because their boyfriends or husbands work late or are in the army; also there is a special audience for war pictures. On the other hand (2) people attend less often because they forego movies to participate in various war activities, they work longer and at night, they have new jobs and therefore less free time and they go to night school; higher admissions make some attend less often. Some girls go less frequently because the men who used to take them are in the army.

It will be noted that the same motives may lead to either increased or decreased attendance. A typical case is when persons who were unemployed get jobs. Some attend more often because they can now afford it, others less often because they have less free time. Forecasts on movie revenues based on increased employment should take this fact into consideration.

# Digest of Reviews

## New Reviews

**ENEMY AGENTS MEET ELLERY QUEEN (Columbia)**
Worthwhile addition to the series. About Nazi diamond thieves robbing refugees of their smuggled ice. William Gargan, Margaret Lindsay, Charles Grapewin, Sig Ruman, Gale Sondergaard, Gilbert Roland and James Burke.

**HI, NEIGHBOR (Republic)**
Nice musical about college, the farm and matrimony which shows off radio talent. Pappy Chesire, John Archer, Janet Parker, Janet Beecher, Lullubelle and Scotty, Vera Vague and Don Wilson.

**IT HAPPENED IN FLATBUSH (20th Century-Fox)**
A somewhat mild comedy drama about the Brooklyn Dodgers—which gives it strength. Lloyd Nolan, Carole Landis, Sara Allgood, William Frawley, Robert Armstrong and Jane Darwell.

**MEN OF TEXAS (Universay)**
A bang-up Western with a civil war background. Robert Stack, Leo Carrillo, Anne Gwynne, Broderick Crawford, Jackie Cooper, Ralph Bellamy, Jane Darwell, Janet Beecher and John Litel.

**WOMEN ARE WARRIORS (Columbia—National Film Board)**
This is another fine issue of the "Canada Carries On" series, showing the women of the United Nations, as well as Canada, doing their part.

## Reviewed Earlier

**ACROSS THE PACIFIC (Vitagraph)**
Crackerjack follow-up to "Maltese Falcon." Spy stuff. Humphrey Bogart, Mary Astor, Sydney Greenstreet and Keye Luke.

**ARE HUSBANDS NECESSARY? (Paramount)**
Ripe and prolonged laughter for adults. About a wife with an adolescent mind and a tolerant husband. Wifie's nitwitiness causes constant trouble but everything turns out okay. Ray Milland, Betty Field, Eugene Pallette, Leif Erikson and Patricia Morison.

**ATLANTIC CONVOY (Columbia)**
Tight, suspenseful little drama about spies in Iceland that has much to recommend it from a standpoint of timeliness and mystery. Virginia Field, Clifford Severn, John Beal, Victor Kilian and Bruce Bennett.

**BEYOND THE BLUE HORIZON (Paramount)**
Technicolor escape fare about a jungle search to find proof of inheritance. Dorothy Lamour is a daughter of the wilds and Richard Denning is her loin-skinned sweetheart. Cliffhanger stuff. Walter Abel, Jack Haley, Patricia Morison, Ann Todd and one musical number.

**BIG BLOCKADE, THE (Esquire)**
Interesting documentary made in England and showing the Ministry of Economic Warfare in action. Leslie Banks, Robert Morley, Michael Redgrave and Will Hay.

**BOMBS OVER BURMA (PRC)**
Good filler for action fans dealing with a Nazi agent on the Burma Road.

**EAGLE SQUADRON (Universal)**
Swell picture of Yanks in the RAF with some prize air fight stuff. Robert Stack, Diana Barrymore, John Loder, Leif Erikson, Evelyn Ankers, John Hall, Nigel Bruce, Gladys Cooper and Eddie Albert.

**FIRST COMANDO, THE (Esquire)**
A top-grade picture about an Englishman who outwits the Nazis, recovering important machines under their noses and racing them to the coast and safety. Clifford Evans, Constance Cummings and Robert Morley.

**FLIGHT LIEUTENANT (Columbia)**
Well-played air drama with good names. Glenn Ford is the young flyer son of a disgraced aviator father, Pat O'Brien. The old man kicks off to redeem himself in the eyes of all. Evelyn Keyes, Jonathan Hale, Minor Watson and Frank Puglia.

## Reviewed Earlier

**HOLIDAY INN (Paramount)**
Here's a hit. Bing Crosby, Fred Astaire, Marjorie Reynolds, Walter Abel, Louise Beavers and Virginia Dale, along with a swell score by Irving Berlin, make an outstanding musical.

**I LIVE ON DANGER (Paramount)**
Mighty good B. story of a radio reporter without a conscience until love comes along. Chester Morris, Jean Parker, Roger Pryor, Dick Purcell, Eddie Norris and Elizabeth Risdon.

**MOONLIGHT MASQUERADE (Republic)**
Light stuff with a strong share of entertainment. About an oil fortune that goes to Dennis O'Keefe and Jane Frazee if they marry. They do. Jed Prouty, Paul Harvey, Franklin Pangborn and Eddie Foy, Jr.

**MAGNIFICENT DOPE, THE**
Screamy farce about a dope who falls for the correspondence school racket. Don Ameche, Lynn Bari and Edward Everett Horton.

**PRIDE OF THE YANKEES (RKO)**
A sure winner with pull for every kind of customer. The story of the late Lou Gehrig, famed baseballer. Gary Cooper, Teresa Wright, Walter Brennan, Babe Ruth and other ex and present baseball stars.

**TEN GENTLEMEN FROM WEST POINT (20th Century-Fox)**
Military Western full of punch and about the founding of West Point against opposition. Laird Cregar, George Montgomery, Maureen O'Hara, John Sutton, Douglas Dumbrille, Ward Bond and Joe Brown, Jr.

**THEY ALL KISSED THE BRIDE (Columbia)**
Joan Crawford as a love-proof biz tycoon who gets bitten by Melvyn Douglas. High standard of laugh entertainment. Billie Burke, Allen Jenkins, Roland Young and Helen Parrish.

**THIS ABOVE ALL (20th Century Fox)**
A fine picture about social conflict, love and war. Tyrone Power, Joan Fontaine, Thomas Mitchell, Phillip Merivale, Gladys Cooper, Sara Allgood and Nigel Bruce.

**THIS IS THE ENEMY (Esquire)**
Series of Russ shorts strung together to show the trickery and cruelty of the Nazis. It does this in an engrossing and stirring way.

**THROUGH DIFFERENT EYES (20th Century-Fox)**
Fair murder mystery. There are two confessions to a killing by a third party. Frank Craven, June Walker, Donald Woods, Mary Howard and Jerome Cowan.

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On "Larceny Inc" Doug gave away 'free cigarette lighters'. This consisted of a match enclosed in an envelope with copy: "Courtesy of Edward G. Robinson, boss of Lareny Inc." All around town half-sheets were placed which read "For sale cheap! A slight case of Hysterics, containing 1,000 laffs, 730 Howls and 875 Roars. Will sacrifice 838 Thrills at no extra cost. Act quickly and see —etc."

# Studios Protest at Argentine Ban

Film company representatives in Argentina are not taking the Axis-inspired ban of "49th Parallel" and "Secret Agent of Japan" lying down. The mild protests that followed the government order to withdraw "Nazi Spy" in 1939 and "The Great Dictator" in 1940 are a thing of the past. Film men have registered vigorous protests at the latest action.

"Secret Agent of Japan" and "49th Parallel" were ordered off Argentine screens when Nazi and Jap diplomats protested their showing. The government's excuse was that United Nations films were violating Argentine neutrality—a tongue-in-cheek reason considering that German documentary films have been getting uninterferred-with runs.

The tactics of the government in this regard are highly unpopular with the average citizen, who sides with the democracies and would like nothing better than to see Argentina at Brazil's side as a United Nations ally in South America.

The latest is that the censor is considering a ban on the victory slogans, symbols and emblems that are used on films and ads, such as "V."

There are signs that the USA is tired of the type of dangerous nonsense being indulged in by pro-Axis Argentine diplomats and will lay the law down at any time.

## Ferg Martin Enlists

Fergus Martin, popular member of Famous Players' Audit Department, has enlisted in the 48th Highlanders. The boys farwelled Ferg in fitting style.

**Contributions to this column will be greatly appreciated from any member of the motion picture industry, from coast to coast, whether he has chain affiliations or is strictly independent.**

**Address all letters to "What Did You Do?" c/o Film Weekly 21 Dundas Sq., Toronto, Ont.**

AL PERLEY, Midtown Toronto, on a campaign for "Kid Glove Killer," held a special preview. Among those present, were Roly Young of the Globe and Mail, Jack Karr of the Toronto Daily Star, Miss Allen, Evening Telegram, Chief Detective Coulter and party, Mr. Cuddy of the Chemical Laboritory Research Investigation Bureau, etc. This film was most interesting to all and the scribes who were present, gave it a very attractive writeup in their respective papers.

Teaser calling cards were printed with "A killer leaves his calling card." These were enclosed in detective magazines and newspapers. Hangers were placed on every available doorknob, including automobiles etc.

For "Wife Takes a Flyer"—Al invited No. 2 Division, RCAF, Manning Depot, to see the picture. Traffic was stopped to allow the men to enter the theatre. After they were comfortably seated in the theatre, the Midtown's good-looking usherettes passed through the audience handing out cigarettes to the boys, which all added to the happy atmosphere.

Flying Officer Greening, the handsome Commandant of No. 2 Squadron, who a short time ago was acting on Broadway in "Sailor Beware" and other stage successes, was loud in his praise, and on behalf of the boys and himself, gave a very hearty vote of thanks to Al Perley and the Midtown Theatre for a very grand and entertaining afternoon. And said he wasn't even thinking of the usherettes. The boys left in high spirits, taking along teaser cards for the Midtown's next attraction to give to the boys at Manning Depot.

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MURRAY ATKINS, Kenwood, Toronto, arranged a window tieup with Metropolitan stores. He promoted a quantity of RCAF equipment including a Bomb Sight which attracted widespread attention. Window cards, heralds, RCAF photographs displayed in the lobby, an eye-catching banner, plush streamers and flags attached to the marquee, completed the campaign.

RALPH TIEDE, Century, Trenton, rigged up a display in an empty store window. The display consisted of a large paper banner, covering practically the entire window space on one side. In the window, one sheet 11 x 14's surrounded by army rifles, respirators, hand grenades, steel helmets and gas capes. These tied in well with his feature, "Bombs Over Burma".

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FOR "Always In My Heart" Harland Rankin, Centre, Chatham, arranged a P.A. System with loud speaker atop of the marquee, making announcements before and after playing the feature songs. Co-operative heralds were distributed throughout the district.

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FRANK REID, Park, Chatham, arranged a campaign on "Blackout" with an entire false front on the theatre doors and frames were covered with blackout paper. Peep holes were left so that passersby could see through to the 11 x 14's and 22 x 28's displayed in frames. Entire top of marquee held 20 inch cutout letters spelling "BLACKOUT."

On "Broadway Ltd." Frank had throwaways made up to look like railway tickets. These made quite a hit.

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"NOBODY talks more than the barber," says Bob Brown, of the Vanity, Windsor. Whenever Bob wants a big word-of-mouth campaign, he tosses it right into the lap of the local barber, who immediately lathers it on thick with every shave. When in doubt see your local barber!

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REG. BOOK, Geneva, Orillia, had a teaser display in his lobby which read, "Warning! We will not be responsible for buttons. Sew them on tight, so that they will stand lots of hearty laffs while seeing Abbott and Costello in 'Rio Rita.'" Another teaser placed in the outside shadow boxes read: "No tires? No gas? Don't worry, just take a trip on our 'Luxury Screenliner' via the Geneva theatre." Below this the month's attractions were listed.

PRESTON SALTER, Community, Hamilton, ran an "Indoor Picnic" for his young patrons. Preston made a house-to-house canvas, introducing himself and his theatre. Where there were children, he left an invitation card, which read: "Community theatre district children's indoor picnic. Free Admission, Cartoons, Comedy and Stage Fun. Admit one—9.30 to 10 A.M. on Friday." Space was left for the name, address, age and birthday of the child. Preston feels that this is bringing in a lot of good publicity and good will.

Howard King of the Cinema, Toronto, and Art Magee of the Community, Toronto, have both followed up on this picnic idea with very gratifying results.

# 20th-Fox Sets March of Time

First issue of the March of Time which Twentieth Century-Fox will distribute under the terms of the contract recently signed by presidents of both companies, will be titled "The FBI Front" and is scheduled for release September 11th. This subject will be known as Vol. 9, No. 1 and will be followed by the second release, as yet unannounced, on October 9th and a new subject released every fourth week.

Producer Louis de Rochemont and a staff of twenty-five technical and production experts were in York. Me., last week filming the last scenes for "The FBI Front," with the Federal Bureau of Investigation cooperating on this location trip.

In notifying the branch offices of the release date for the first March of Time, Twentieth Century-Fox sales executives recounted the outstanding box office record established by timely and often controversial releases of world-wide events and emphasized the importance of March of Time in supplementing Fox-Movietonews which has done a particularly fine iob of covering World War II on all fronts.

## Union Asks $3,000,000 Because of Bioff Bribe

Local 306 of New York, IATSE, is sueing Loew's and the RKO booking office for $3,750,000, which they claim was lost to them in wages when George E. Browne and Willie Bioff took a bribe to keep them from getting raises.

They say the bribes from RKO and Loew's caused a reduction of their wages from $2.12 per hour to $1.87. They signed a ten-year agreement. Now they want $3,000,000 back pay and a new contract that will bring them $750,000 more.

# Movies Lead USA Bond Drive

## Canada Can Learn From Our American Partners

## NFB Short Shows Women in Action

In Canada today women are becoming the men behind the guns as throughout the United Nations, manpower and womanpower mobilize side by side for total war.

**"Women Are Warriors,"** August issue of Canada Carries On, National Film Board series made in co-operation with the Office of Public Information, brings to the screen the story of womanpower at war, shows women cheerfully undertaking work that has no parallel in history.

In Canada the Canadian Women's Army Corps and the Women's Division of the RCAF are releasing men by the thousand for active service, while the uniform of the Canadian Nursing Sisters has long been a familiar sight at British debarkation ports. In the aircraft industry more women are now employed than the prewar total of men and women combined.

Over in Britain the camera shows women tackling jobs which, three years ago, would have seemed fantastic. Acting as ferry pilots, they fly anything from a trainer to a twin engined Wellington bomber, test guns on factory ranges, risk death with anti-aircraft units to bring down Nazi raiders. In war industry 4,000,000 women hold jobs so vital that they cannot change them without permission; have done them so well that they have gained Union recognition. British women have met the drain on manpower by taking over wherever there is a job to be done: flying, shooting, ploughing, hot-straightening and cold-sawing, iron puddling and loading slag.

The film shows Russia's women, long since accorded equal rights with men, controlling 75 per cent of industry, exercising almost complete control of collective farms. Acting as parachute nurses, army doctors, technicians and front-line fire fighting squads, they also go into battle as a women's Battalion of Death. In defense of cities like Rostov and Sevastopol, girls and grandmothers are seen among the guerilla bands.

Today Canada, through Selective Service, urgently seeks solution for her manpower needs.

**"Women Are Warriors"** shows how far women in the United Nations have already gone in sharing with men the full risks and responsibilities of war.

The movie industry won't rest while Hitler is unwept, unhonored and unhung. The Canadian industry maintains its own War Effort committee and has supported every drive in a big way ever since Hitler went off the deep end. Now the Americans are in it up to their hips and the support of the movie industry there is immeasurable.

Right now the Americans have a billion-dollar war bonds and stamps campaign on and the theatres and studios are leading it. The campaign, designated as a "Salute to Our Heroes," will have as its slogan and theme, "Buy a Bond to Honor Every Mother's Son in the Service."

Some of things being done by the movies in connection with the campaign are tremendously interesting. The whole scheme of things is worth studying right now, particularly since the Canadian drives are about to begin.

"This is a people's war—85,000,000 moviegoers are the people," reads a poster above the desk of Si Fabian, National Campaign Director, who is leaving his own business as theatre circuit owner to devote his entire time to the drive. Hundreds of other movie executives are giving their full time to make the drive a success.

Some 15,000 theatres already are selling war bonds and stamps. About 5,000 of them are qualified as official bond-issuing agents by Federal Reserve Banks. Under this arrangement, theatres so designated function the same as banks and post-offices in the sale of bonds and are ready to make immediate delivery of securities. In their new banking role, the movie houses are able to make bond sales at night and on Sundays and holidays, when other agencies are closed.

Pursuant to the "Salute to Our Heroes" idea, bond-selling theatres offer gratis to buyers a government postcard, reading: "Dear ———:I have just bought a war bond. I was thinking to you when I did . . . etc." The government is providing 2,000,000 of the cards.

In theatres in every city "War Hero Rallies" are planned. Local men in service are honored by war bond and stamp purchases. Picture houses display photographs of the local service men and invite citizens to buy bonds in honor of the home-town boys. "War Mother Nights" are on in 2,500 theatres, where mothers of service men are guests of honor and are appealing to their fellow-citizens to invest in war securities.

**Paul Revere Again**

There is a cycle of "nights" in honor of "War Sweethearts," "War Brides and Wives," "Selectees" and "War Fathers."

On Sept. 1, at 9 P.M., entertainment programs were stopped in theatres with a total seating capacity of 11,000,000. A brief patriotic ceremony followed with a bond-selling speaker. The audience was asked to rise and give three cheers for the fighting men of the United States. Mayors and Governors of some States adopted the idea of a "Salute to Our Heroes" and this cheering salute was in direct contrast with the tribute of silence on Armistice Day.

Among the many spectacular events planned to stimulate interest in the bond drive will be the re-enactment of the Paul Revere rid in Boston. In New York State the Axis dictators in effigy will be "taken for a ride" across the State and dumped into Niagara Falls. Every foot of the route, it is planned, shall represent a bond sale.

**Stars on Tour**

The moving picture industry further announces that "the glamour part of the month's activities will be "Stars Over America" — tours to 300 cities by topflight Hollywood stars, arranged by the Hollywood Victory Committee, in co-operation with the picture industry's War Activities Committee."

The announcement added:

"In many instances studios have set back production to release popular celebrities for the tours. The 300 bond rallies, with stars in person, aim to average $1,000.000 sales each. Scores of very small communities will be visited—many never before having seen a screen star in person.

"Hundreds of factories will be visited to stimulate the 10 per cent payroll allotment plan, a major part of the Treasury's effort in September.

"The world premiere of the drive took place in Washington. D.C., on Aug. 31, when a large group of screen stars took part in ceremonies on the Treasury steps, as Secretary Morgenthau wished them well as traveling salesmen and salesladies for war bonds. The Western tours got a send-off in Hollywood at the same time with a 'going away' gift of $1,000,000 in bond sales.

"Tour 'premierets' took place Sept. 1 in San Francisco, Fresno Dallas, Chattanooga, Chicago Philadelphia and New York City. the seven jumping off spots on the nationwide tours. The covering of 300 cities in thirty days is believed to be one of the most intricate 'one-night stand' booking routes ever undertaken. The railroad and air fares alone will top $60,000."

## RKO Busy on New Features

Frances Gifford, tall, curvesome and redheaded, has been chosen by Producer Sol Lesser to become the new "Mrs. Tarzan" in RKO Radio's "Tarzan Triumphs," now in production with Johnny Weissmuller again portraying the jungle hero.

Role was assigned Miss Gifford after thirty candidates had been tested to replace Maureen O'Sullivan, who recently withdrew from the screen to await a visit from the stork.

Oddly enough, the new heroine owes her current assignment to her impersonation of Dorothy Lamour—complete with sarong—in the recently released "Henry Aldrich Gets Glamour." William Thiele, who directed Lamour's first screen effort, "The Jungle Princess," and is directing "Tarzan Triumphs," induced Lesser to test Miss Gifford after catching her Lamour impersonation in the Aldrich picture at a neighborhood movie house.

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Harold Huber, one of the screen's best-hated heavies, has been signed for a role in support of Rosalind Russell and Fred MacMurray in David Hempstead's RKO Radio production of "Stand By To Die." Huber, noted for his gangster portrayals, will play a hard but harmless inn-keeper.

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Just for the fun of it. Lou Nova, California heavyweight, and Leslie Charteris, author of "The Saint" mystery stories, became movie "extras" for several of the Miami Beach scenes in RKO Radio's Damon Runyon production "The Big Street," a Florida enthusiast tells us.

Both were guests at the Roney Plaza Hotel in Miami Beach when Director Irving Reis came with Lucille Ball, Henry Fonda and the supporting cast for the beach sequences of this picture.

So, if you like the fun of "spotting" celebrities, here are two you can see in the beach scenes of this screen adaptation of Runyon's story "Little Pinks."

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Samuel Goldwyn has engaged Stanley Clements to play Bob Hope's office boy in "They Got Me Covered," starring Bob Hope and Dorothy Lamour, which RKO Radio will release.

# Snips and Snaps . . .

## FIGHTER

ERROL FLYNN — who began his screen career as the swashbuckling 'Captain Blood' — is starred next as James J. Corbett, the dapper pugilist in Warners' "Gentleman Jim." Others in the cast are Alexis Smith, Jack Carson, Alan Hale, John Loder, Dorothy Vaughan and William Frawley. The director is Raoul Walsh.

## Film Flirt

That's Patricia Morison's routine with Ray Milland, which Betty Field, Milland's reel wife, doesn't go for in Paramount's comedy, "Are Husbands Necessary."

## Hollywood and HERE

By TAP KEYES

Neatest idea in a long time are those beautiful drawings of Betty Grable by Petty, McLelland Barclay, Earl Moran and three other leading American artists. Each gives his own conception of Miss Grable, who is starring in "Manhattan Serenade" . . . Do you remember the famous old play, "Bird of Paradise"? Twentieth Century-Fox will make it in Technicolor and star Gene Tierney . . . And the same studio will yield to the demand for comic cartoon characters in films, scheduling "Dixie Dugan" for production . . . Arthur Lake, of "Blondie" fame, was kept busy last week in Toronto doing everything possible to boost the Daily Star's Red Cross Fund for Bomb Victims . . . Bob Hope is still continuing his literary excursions. His most recent book, "They Got Me Covered," will be made into a movie by Goldwyn. Now he's written an article for Cosmopolitan called "The Trouble With Women." Don't tell me he has trouble too.

* * *

**Toronto's Walter Huston will do the narration for 'Command Report," the first official USArmy film to be completed by his son, John . . . Ray Milland just gave his speedboat to the navy. . . . Now that Jimmy Cagney and Jack Benny have become producers, it looks as if Gary Cooper will do the same . . . Two ex-standins just got a break. Virgil Cain, Ronald Reagan's pinch-hitter, has been cast in "The Adventures of Mark Twain" and Gordon Clark, who worked with John Loder will be in "The Edge of Darkness."**

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When Glen Miller's musicians were helping to make "Orchestra Wives" they got every line right while the real actors often blew theirs. The actors were irked until it was discovered that the blue-blowers had inscribed their lines on their music sheets . . . Rohama Lee, Toronto scriptress, who broke into Hollywood as Luella Parsons' secretary, is visiting home. She just finished a Commando story for 20th Century-Fox . . . James R. Young, famous American correspondent, reports in his book, "Behind the Rising Sun," that the Japs used to turn out the second largest film footage in the world. They should have had us make their pictures and teach them some civilization . . . Alexis Smith, the Canadian star, just became engaged to Craig Stevens. When Alexis was signed the studio wanted her to change her name but she refused. Stevens is in the army.

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**Don't ever worry about the way horses are treated in Hollywood when cowboy and cavalry pictures are being made. Mell Morse of the American Humane Society says Hollywood is where the equine thespians get the best treatment . . . The production of Kipling's "Kim" has been shelved and Mickey Rooney, who was to star in it, will go into William Saroyan's "The Human Comedy" . . . 20th Century-Fox is making "I Escaped from Kong Kong," which should have special interest for Canadians . . . Edna Best, the film star who was formerly married to Herbert Marshall, has two sons in the RCAF . . . They're talking about a real romance between Rita Hayworth and Victor Mature, now in the navy. They were sweethearts in "My Gal Sal."**

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Truth may be stranger than fiction — but sometimes it's no more dangerous. When "Wake Island" was being filmed care had to be taken that no false air raid alarms would go off. There are Jap planes, with the Rising Sun on their wings, shown attacking and everyone was scared that they would be sighted by spotters and mistaken for the real thing. So the actors and crew were on edge all the way . . . President Vargas of Brazil, our newest ally, is a movie fan who goes for Westerns. . . . Say-it-isn't-so note: Universal is said to have acquired the world rights to that stately music so expressive of England, "Pomp and Circumstance." The report says further (hold your seats) that it will be used as a background to a new picture—"Between Us Girls."

## Super-Snooper

Lloyd Nolan as Michael Shayne, detective, in 20th Century-Fox's "Just Off Broadway." He trails bad guys while Marjorie Weaver trails him.

## Rat Catcher

Eddie Norris and Kay Harris risk their lives to help trap Nazi spies in Columbia's thrilling spy drama, "Sabotage Squad."